

603001/11/01

Revised

CITY OF RIVERSIDE
HUMAN RESOURCES DEPARTMENT
CLASSIFICATION SPECIFICATION

TITLE: LIBRARY FUND DEVELOPMENT MANAGER

DEFINITION

Under the general supervision of the Library Director, to be responsible for the overall management of the Riverside Public Library Foundation and its fund raising activities; to coordinate grantsmanship, fund raising and public relations for the Library; and to perform other duties as required.

REPORTS TO: Library Director

SUPERVISION RECEIVED AND EXERCISED

Receives direction from the Library Director and administrative guidance from the Foundation Board of Directors. Exercises direct supervision over clerical staff (and subordinates).

EXAMPLES OF DUTIES

Typical duties may include, but are not limited to, the following:

- Design, strengthen and sustain a comprehensive, integrated marketing and fund-raising strategy consistent with the Library's mission and plans for the future.
- Serve as the executive director of the Riverside Public Library Foundation; establish, plan and develop a comprehensive fund-raising program to support the mission of the Riverside Public Library.
- Coordinate major fund raising efforts including major donor solicitation, direct mail, planned and deferred giving, and annual and capital campaigns and events; maintain data base of funding prospects and donors; cultivate potential donors; facilitate donor gift negotiations; prepare donor correspondence and recognition; maintain all financial records; coordinate gift distribution; and oversee support position.
- Coordinate and participate with other management staff in the development and implementation of library policies and procedures, goals, long-term objectives, and short-term planning.
- Raise funds directly for the Library including writing grants for special projects; conduct corporate and personal solicitations; maintain databases for same; produce special fund raising events.
- Coordinate, evaluate, and recommend Library public relations including partnership building, outreach efforts, and participation in the community and professional organizations.
- Assist in interpreting the Library's mission and programs to the public through community contacts and participation in community activities.
- Advise management staff on library promotion, program marketing, special promotional events, and publications.
- Manage work activities, projects, and programs; monitor work-flow; review and evaluate work procedures and methods.
- Maintain an understanding of current ideas, research, and practices pertaining to areas of responsibility for this position through continued study and participation in professional organizations.

QUALIFICATIONS

Knowledge of:

- Principles and practices of organizational management.
- Current ideas, research, and practice pertaining to fund raising and grantsmanship.
- Budgeting and accounting procedures.
- Principles and techniques of public relations and fund-raising.
- Modern office methods, procedures, and equipment.

Ability to:

- Interview and select staff; organize work, supervise, train, and evaluate assigned staff.
- Prepare and administer budgets for special projects.
- Develop programs and promotions based on the needs of the Riverside community.
- Set goals; develop and articulate plans and strategies; analyze problems, identify alternative solutions, and implement recommendations for raising funds for the Library.
- Establish and maintain cooperative relationships with those contacted in the course of work.
- Communicate effectively, orally and in writing.
- Prepare and present comprehensive and clear, oral and written reports; prepare appropriate recommendations.
- Articulate eloquently, the history, mission, programs, and future aspirations of the Riverside Public Library and the fund-raising vision to make them possible.
- Read and interpret complex written materials including applicable laws, rules, and regulations.

Education and Experience:

Any combination of experience and education that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Education: Possession of a Bachelor's Degree from an accredited college or university in Business or Public Administration, Marketing, Finance, or a closely related field.

Experience: A minimum of five years of extensive and responsible experience managing development, marketing, and communication activities in a non-profit and/or agency setting.

MEDICAL CATEGORY: Group 1

CAREER ADVANCEMENT OPPORTUNITIES

FROM: Library Fund Development Manager

TO: